

**Amendments to the Specification**

Please replace the paragraph at page 8, line 25 to page 9, line 3 with the following amended paragraph:

The real-time watermark assembly stage 50 (FIG. 3) is initiated by the apparatus 10 receiving a request for supply of a digital copy of ~~a graphical image~~ an AV work at 52. The request identifies the user and hence details regarding the user are retrieved at 54 from the customer database 22. If the request is from a new user, then the information in the request itself is used for the generation of the watermark. The retrieved or supplied customer data is then used to generate at 56 a transaction specific data watermark which encodes information related to the particular transaction, such as the identity of the customer and the usage rights transferred in the transaction. The decoding keys for the encoded data are stored in the user database 22 and can be used to decode the information in a watermarked image as will be described later.

Please replace the paragraph at page 11, line 25 to page 12, line 1 with the following amended paragraph:

The real-time watermark assembly stage 100 is now described with reference to FIG. 5. The real-time watermark assembly stage 100 commences with the receipt of a request for supply of a digital copy of ~~a graphical image~~ an AV work at 102 by the apparatus 10. Details regarding the user are retrieved at 104 from the customer database 22 in response to the request. The retrieved customer data is then used to generate at 106 a transaction specific watermark that encodes information related to the particular transaction, such as the identity of the customer and the usage rights transferred in the transaction.